

Abstract

Diploma thesis „Alternative medicine in the specialized media and reflections of these phenomena in the selected mainstream press media“ is researching specialized magazines with content oriented on alternative medicine emerging in the 90's of the previous century and in one case in the beginning of the 21st century. Thesis specifically examines magazines – social magazine Reflex (on account of alternative medicine materials in the 1990 and 1991), Regena (1990 and 1991), Regenerace (1993 and 1994) and Meduňka (2004). In their first years magazines are described from historical and content perspective and in the same time they are contrasted with the topical volume of their predecessors (except of Reflex magazine). Another part of thesis is dedicated to observing two important czech daily papers – Mladá fronta / Mladá fronta Dnes and Lidové noviny (at the same observed periods). All five volumes of both periodicals contained numerous references which proves attractiveness of these themes for society as a whole. While the analysis of specialized magazines was dealing with form by which are people interested in alternative medicine, reading of Mladá fronta / Mladá fronta Dnes and Lidové noviny evaluated general attitude of media to reader mostly uninitiated to these matters.